

THE 1946 CAMPAIGN TO PREVENT FOREST, WOODS AND RANGE FIRES



Prepared by the Advertising Council Inc. in
cooperation with the Forest Service, U. S.
Department of Agriculture, as part of the
Cooperative Forest Fire Prevention Program

THESE FACTS EXPLAIN WHY YOUR HELP IS STILL NEEDED

Thanks largely to support by industry and business, and to skilled advertising, the prewar area burned annually by forest, woods, and range fires in America *was cut almost half in 1944.*

But nine out of ten of these fires were still man-made in 1945—when just one of them burned 135,000 acres! So that now, although the war is over, *your help is still needed* to keep man-made forest, woods, and range fires from . . .

- 1** . . . going back to prewar totals of more than 190,000 each year.
- 2** . . . killing millions of little trees—tomorrow's timber—and enough big ones to build 215,000 five-room homes, or to make 5,700,000 tons of newsprint.
- 3** . . . burning over an area larger than New York State.
- 4** . . . jeopardizing the happiness of Servicemen who want to hunt and fish, and jobs for thousands of them . . . the users of newsprint requiring 3.6 million cords of wood annually . . . of railroads needing more than 50 million ties . . . of public utilities depending on 5 to 6 million wooden poles . . . of people who each year use more than 1 billion wooden barrel staves, 70 million cords of wood, 400 million wooden fence posts, and users of other wooden things too numerous to mention.

STRATEGY FOR THE 1946 CAMPAIGN

. . . AND ITS THEME

Most out-of-doors fires are caused by people who are careless. Anyone can be careless with fire, but people who live in or near forest, woods, and range areas have greater opportunities to commit this crime—as do the increasing number of people who visit these areas and travel through them now that VE- and VJ-Days are behind us. And although all Americans believe uncontrolled forest, woods, and range fires are “a bad thing,” *most of us think we are careful and are inclined to be indifferent on the subject of prevention.*

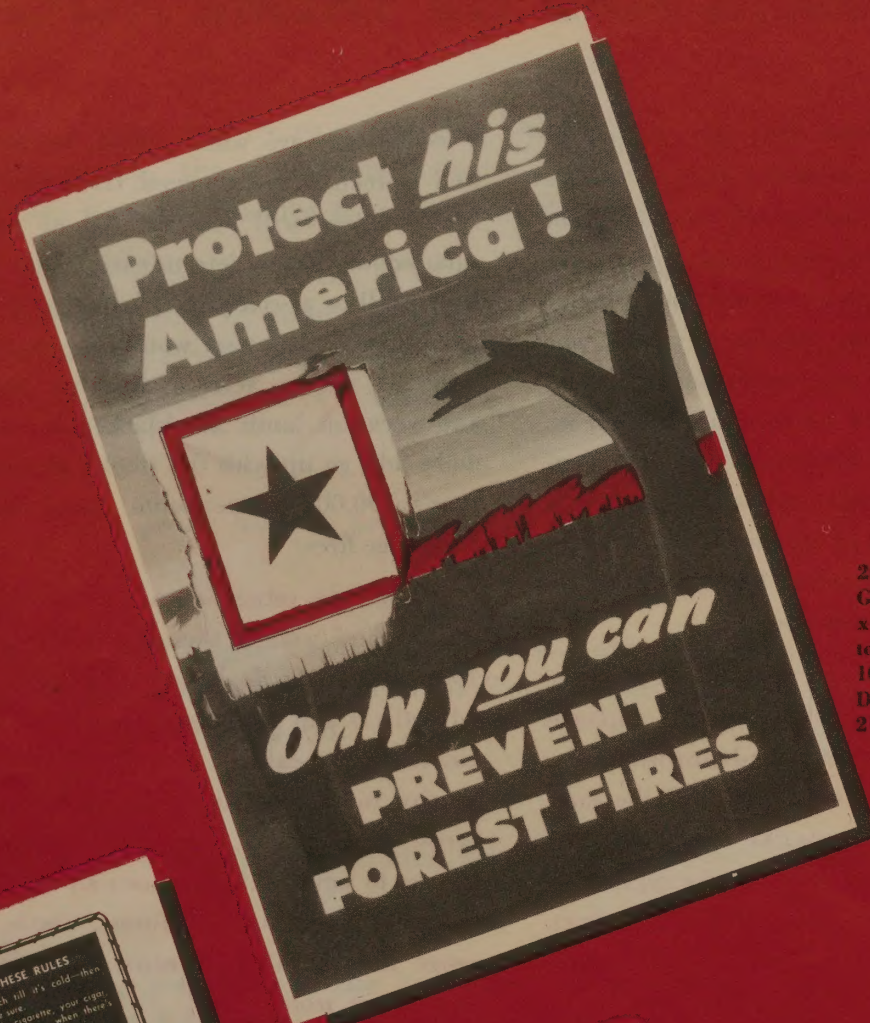
Strategy, therefore, calls for a Nationwide appeal for care, with special emphasis directed to critical areas and localities. For emphasizing the responsibility of the individual—of “Americans like you,” not “some other fellow.” For stressing the urgency of the job, and pounding home four short, simple fire prevention rules for each individual to read, memorize, follow.

Both wars are won. Most servicemen and women have returned from overseas. Many others will return. All of us are unanimous in our determination that their lives shall be as completely happy as we can make them. But they won't be—not if another 31 million acres of hunting, fishing, and vacation lands are blackened—not if more jobs go up with the smoke of another year's 190,000 *preventable* forest, woods, and range fires.

It is on the returned and returning servicemen and women that the theme of the 1946 campaign is based. This provides advertisers and their agencies with a strong emotional appeal that should penetrate the apathy too many Americans have toward forest, woods, and range fires. It should change to news what has been an old story; make the prevention of forest, woods, and range fires *a job that must be done by each of us, now.*

HERE IS THE 1946 CAMPAIGN

... with drop-ins for your regular ads



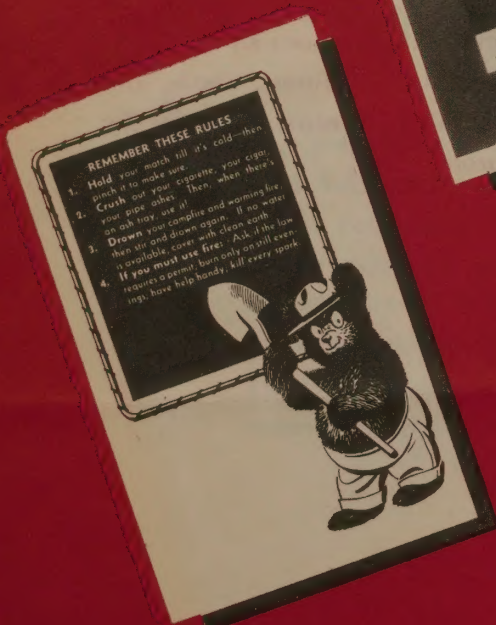
Poster, 18 3/8" x 26", in four colors. Gummed stamp, 1" x 1 1/2" (with Nos. 55 to 58, in sheets of 100), in two colors. Drop-in (mat), 2" x 2 3/4". No. 51.



Car card and window poster, 28" x 11", in four colors. Bookmark, 6 1/4" x 2 1/2", envelope stuffer, 5" x 3", in two colors. Drop-in (mat), 4" x 1 3/4". No. 50.



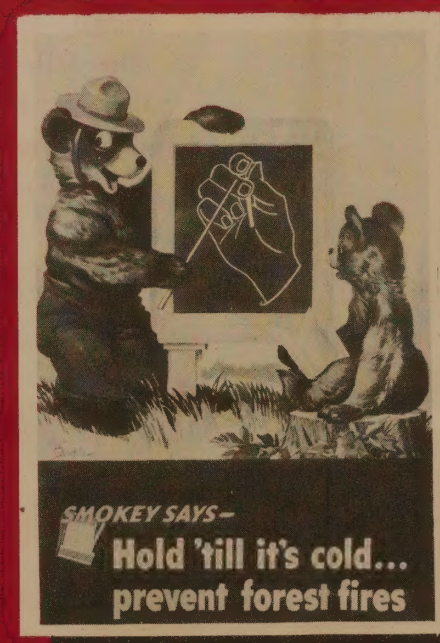
Radio platters and scripts.



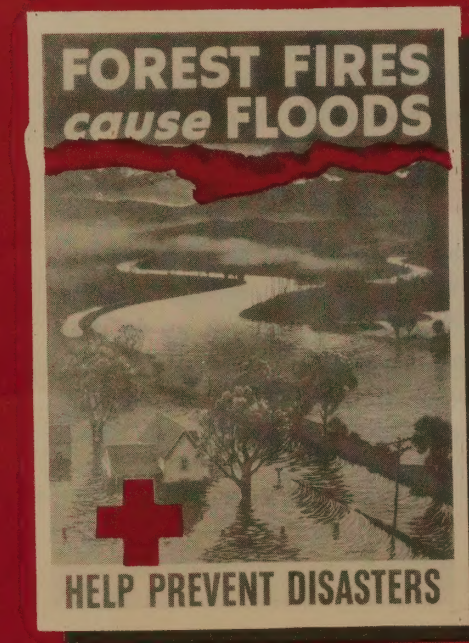
Drop-in (mat), 4" x 6 1/2". No. 52.



Pin or button. About 3/4", in three colors.



Poster, 12 7/8" x 18", in four colors. Bookmark, 2 1/2" x 6 1/4". Window sticker, 3" x 4", in two colors. Drop-in (mat), 2" x 3 1/4". No. 53.



Poster, 12 7/8" x 18", in four colors. No. 54.



One of six newspaper ads for sponsors. See page 4.

QUOTES FOR PEACE

Select Committee on Small Business.

Predicting a lumber deficit of 8 billion board feet in 1945, when stocks at mills and retail yards were the lowest in history, this House Committee of the 79th Congress warned that—

“A lack of lumber for construction and other civilian uses would constitute a real threat to the successful carrying-out of reconversion and postwar plans.”

Lyle F. Watts, Chief, Forest Service, U. S. Department of Agriculture—

“How do forest, woods, and range fires start? Let's face the facts. Only one out of every ten is due to natural causes—lightning, spontaneous combustion, etc. Of the others, two are intentionally set and seven are started by Americans who are law abiding but careless with lighted matches and cigarettes; who leave campfires and land-clearing fires before they are dead out . . . who in these and other thoughtless ways burn forests, farm woods, and ranges that should be helping to prevent floods and erosion, sheltering wildlife, and providing jobs for servicemen and women.”

National Housing Administration's P. S. Luttrell, Director, Southern Region—

“It is estimated that when restrictions are removed and labor becomes available, the volume of home repair and modernization work throughout the country will probably reach a figure of as much as \$3 billion within the first 12 months. . . . That means 7,500,000 jobs, nationally, in the repair field . . .”

. . . AND FROM WAR

The Air Force's General H. H. (Hap) Arnold—

“Waste of precious time, destruction of valuable material, and decrease of military security . . . are wartime prices we pay for forest fires, and there is, unfortunately, no ceiling on those prices.”

The War Department's Industrial Service Division—

“Because lumber will be a major combat weapon and a basic rear-area need in future Asiatic operations, its lack or shortage will seriously hamper our progress. . . . In neither the Pacific nor the Atlantic areas have we faced situations, as we do now, placing lumber almost on a par with ammunition as a combat essential.”

HERE ARE SOME SUGGESTIONS

Business and industry can help prevent forest, woods, and range fires—and **PROTECT his AMERICA**—by converting part of its regular space and time to this Nation-wide educational effort. Here—and on other pages—are some suggestions:

1. **For radio programs.**—Add “trailer” announcements warning of forest fire danger. Include in quiz shows questions about “Great American Fires” and “Who Starts Forest Fires—and Why” (see “Background Leaflet” on back cover). Or send for scripts and pressings of spots, station breaks, and dramatized skits.

2. **With regular advertising.**—Insert drop-ins (pages 4, 5, and back cover) in regular space advertisements, time tables, booklets, catalogs, mailing pieces. Or use them as independent advertisements over your signature. And multiply values by displaying full-color posters with the same designs. Ask for them by number.

3. **In magazines and house organs.**—The 12-page “Forest Fires—and How You Can Prevent

Them” (see back cover) offers a wealth of background material for articles, etc. For illustrations, ask about glossy prints of posters, and of art used in six news ads.

4. **News ads for sponsors.**—Only one is reproduced on page 5, but six—with agency layout, art, and copy—are available. Mats are about 6'' x 12'' and 8'' x 16''; proofs in 8'' widths only. Also available are mats and proofs of drop-ins (suggestion No. 2).

5. **Direct-mail and window displays.**—Write for two-color bookmarks and envelope stuffers. Also for two-color gummed stamps in perforated sheets of 100, with five designs (see back cover) in each sheet. And send for full-color posters by well-known artists.

FIRE SEASONS

There are *two periods* when national advertising will coincide with periods within which danger from forest, woods, and range fires is *country-wide*: Spring (March, April, May) and fall (September, October, November). But peak of these danger seasons does not come at the same time in all localities. Advertisers

who want to time local cooperation with these local peaks are therefore invited to contact State or Federal forestry agencies, as listed, before making plans to sponsor newspaper advertisements, display posters and window cards, or distribute direct-mail material in restricted localities.

WHERE TO GET MATERIAL

Write to any of the following: (1) State Forester or Commissioner of Conservation of your State; (2) Regional Forester, U. S. Forest Service at Missoula, Mont.; Denver 2, Colo.; Albuquerque, N. Mex.; Ogden, Utah; San Francisco

11, Calif.; Portland 8, Oreg.; Philadelphia 7, Pa.; Atlanta 3, Ga.; or Milwaukee 3, Wis.; (3) Director of Campaign, U. S. Forest Service, Washington 25, D. C.

OTHER WAYS YOU CAN HELP PROTECT HIS AMERICA

Other prepared material, available on request, is illustrated below. Industry can also help in this Nation-wide educational effort by including simple forest-fire prevention messages on its wrap-arounds and letterheads; in booklets or folders for free distribution through retailers, hotels, camps, and resorts; on menus for dining and buffet cars as well as restaurants, etc.; on car cards; and on calendars for display in such places as banks, hotels, schools, and public buildings.



Four posters, each $12\frac{7}{8}$ " x 18", in four colors. Gummed stamps (in perforated sheets of 100, with No. 51) each $1" \times 1\frac{1}{2}"$, in two colors. Drop-ins (mats) each $2" \times 3"$. Nos. (left to right) 55 to 58, inclusive.



Booklet (background, illustrated) $6" \times 9"$, 12 pages.

Gummed sticker for school books, $4" \times 6"$, in two colors. Drop-ins (mat, without Junior Red Cross seal) $2" \times 3\frac{1}{4}"$. No. 59.



Poster, $18" \times 12\frac{7}{8}"$, in four colors. Envelope stuffer, $5" \times 3"$, in two colors. Drop-in (mat) $4" \times 2\frac{1}{4}"$. No. 60.



Poster, $18\frac{1}{4}" \times 15\frac{1}{4}"$, in four colors. Drop-in (mat) $4" \times 2\frac{1}{4}"$. No. 61.